

Mississippi Delta Fish Consumption Advisory

OUTREACH

Linda Vaught, Communications Director
Mississippi Department of Environmental Quality



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Fish Advisory Issued

- June 2001
- Mississippi Advisory Task Force
 - Department of Environmental Quality
 - Department of Health
 - Department of Wildlife, Fisheries, and Parks
 - Department of Agriculture and Commerce
 - Department of Marine Resources



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Fish Advisory Issued

- DDT
- Toxaphene
- Fish: buffalo, carp, gar, catfish (>22")
- Best numbers ever
 - Safe level changed
 - Began using EPA's guidance

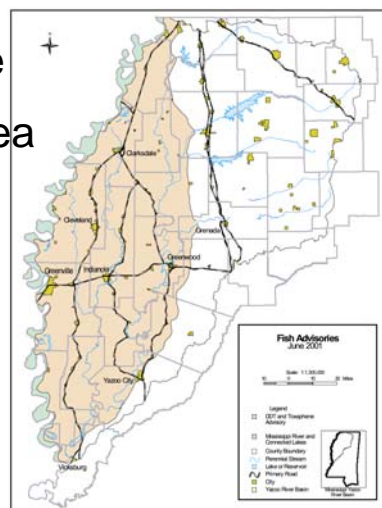


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Fish Advisory Issues

- Fish: main food source
- Large geographical area
- Reading
- Don't panic
- It's an ADVISORY



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Kick-off

- June 21, 2001
- Press conferences
 - Jackson
 - Stoneville
- Press advisory
- Press release
- Media carried statewide



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14 Months

- Outreach
 - Media
 - Partners
 - Task Force
 - Churches
 - Health care providers
 - Boy Scouts
 - Libraries
 - Schools



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OUTREACH - Television

- Television
 - Talk shows
 - *Mississippi Outdoors* program



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OUTREACH - Radio

- Radio
 - Urban talk radio
 - Heart of Mississippi Delta
 - Gospel and blues
 - Listen to the Eagle
 - Statewide radio program
 - PSA & song on 78 radio stations



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Media Field Trip

- Media field trip
 - Sampling techniques
 - Analyzing samples
- Much publicity
- Used video again



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Contact Us

- Established Toll-Free Phone Number
- Created Web Pages

Questions?

1-888-786-0661



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Printed Materials

- Created and printer fliers
 - English
 - Spanish



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Printed Materials

- Created and printer posters
 - English
 - Spanish



Churches

- 1,400 Delta Churches
- Mailed Letters
 - Announcement from pulpit
 - Need assistance
 - Poster
 - Flier



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Another Reminder

- **Another press release- August 2001**



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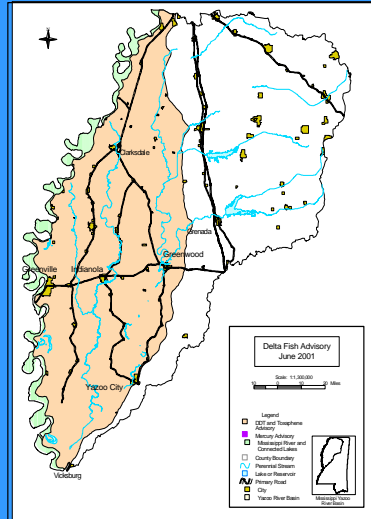
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More Letters

- 600 Commercial Fishermen
 - Map
 - Letter



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And More Letters

- 400 Fish Markets
 - Letter
 - Map
 - MS Dept. of Agriculture and Commerce



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ATTENTION

THESE 4 KINDS OF FISH FROM THIS AREA OF THE DELTA MAY
CONTAIN HARMFUL LEVELS OF CERTAIN PESTICIDES.

EATING THESE FISH REGULARLY MAY INCREASE YOUR RISK OF CANCER.



Gar



Carp



Buffalo



Catfish Larger than 22"

**DO NOT EAT MORE THAN TWO MEALS PER MONTH OF THESE FISH
FROM AREA WATERS.**

FOR MORE INFORMATION CALL:
1-888-786-0661

MISSISSIPPI DEPARTMENT OF ENVIRONMENTAL QUALITY

Signs Posted at Delta Lakes

- **MDWFP placed signs**
 - Boat ramps
 - Fishing areas



Tell Them Again

- **Another press release- March 2002**

MDEQ REMINDS DELTA ABOUT FISH CONSUMPTION ADVISORY

JACKSON, MS., March 28, 2002 – With spring in the air and fishing on the minds of many Delta residents, the Mississippi Department of Environmental Quality (MDEQ) is reminding Delta residents that the Delta fish-consumption advisory issued in June 2001 is still in effect.



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Church Press Conference

- Press Conference
 - St. Peter's Baptist Church
 - Leland, MS
- 2nd Letter - Churches
- Present
 - Task Force
 - Pastor
 - Media



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Delta Heath Care

- **Wrote letters to Delta health care providers**
- **Provided for distribution**
 - Fliers
 - Posters



Delta Heath Care

- **Press conference - Delta health office**
- **Announced health care distribution**
 - Fliers
 - Posters
- **Announced Spanish version**
- **Announced coloring book**



Wildlife Expositions

- Attended wildlife expositions



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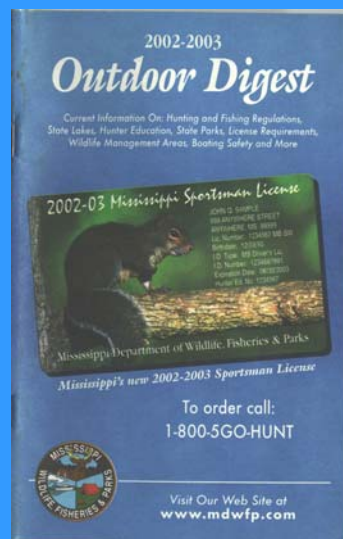
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Outdoor Digest

- MDWFP
– Outdoor Digest



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Delta Health Fairs

- Participated in two Delta health fairs

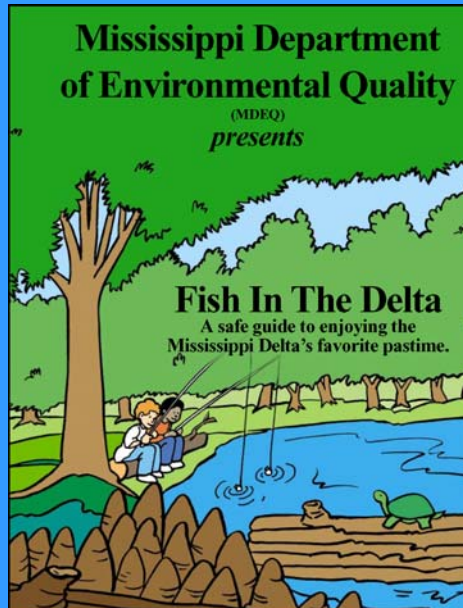


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Coloring Book

- Distributed 17,000 Copies in Mississippi Delta
- Schools -3rd Grade
- Libraries
- Health Offices



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Coloring Book

- Good Media Coverage



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For More Information

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